

## ABSTRACT OF THE DISCLOSURE

A carton for dispensing articles having a dispensing feature with a built-in retention feature capable of being utilized as a promotional flag. A plurality of panels are  
5 connected together to define an end of the carton. A displaceable portion at the end of the carton may be detached from the carton end to define an opening for dispensing the articles from within the carton. Within the interior of the erected carton is a panel portion that is obscured from view within the carton prior to the displaceable portion being at least partially detached from the carton. The panel portion is exposed to the exterior of  
10 the carton through the opening by at least partial detachment of the displaceable portion from the carton. A distal end of the panel portion extends into the opening for restraining articles within the carton. The panel portion may also be used as an ad panel to allow greater promotional flexibility.